

From black coffee to Cinnamon Dolce Lattes:
**2 powerful ways to leverage
the technology of today**



The business world is nothing like it used to be.

Back in the day, it was all suits, Word 99, and a whole lot of black coffee. Now ... it's ripped jeans, big data, and non-fat Cinnamon Dolce Lattes over ice.

#FunFacts about @Starbucks

\$21.32B

Annual [revenue](#) (USD) in 2016

13.3M

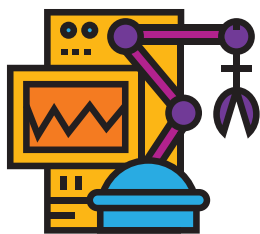
Active [members](#) of the My Starbucks Rewards program

26,736

Locations in the [world](#)

The culture has clearly changed, and the way people view the workplace has changed along with it. However, what's managed to change even more is the technology behind this movement.

We're seeing things pop up that we never thought we'd see in our lifetime. Businesses are using robots to greet customers, virtual reality to visualize home improvement projects, and wearables to track an employee's ability to operate heavy machinery.



"Last year, eager investors poured a record \$587 million into startups trying to bring robots to manufacturing plants, hospitals and battlefields."

- Time

It's exciting times because we're entering relatively unknown territory with a potentially huge payoff.

But this isn't the only type of technology transforming the workplace. Other, less glamorous technologies are also having a part in this transformation — a part that can ultimately mean the difference between a high-performing business and a business that's struggling to make ends meet.



#FunFacts

The first VCR ever made cost \$50,000.

At Immense Networks, we specialize in finding, implementing, and maintaining this type of technology. With the right combination of strategy, hard work, and modern technology solutions, we can improve many different facets of a business — from customer service and employee output to cost-efficiency and product performance.

Here are two ways we make this happen.

Custom Software Development

Custom software development might appear to be a technology solution only reserved for large enterprises. However, that's far from the case.

Technology has come a long way, and as a result, custom software development has become something most any business can benefit from. Think of it like video conferencing.

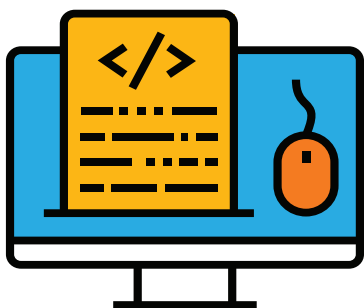
Back in the day, video conferencing seemed like a far-off technology. Only major companies had access to this type of thing. But now, any size company can video conference with

clients and with each other on a daily basis. All it really takes is a monthly subscription, a built-in video camera, and an internet connection.

The same is true with custom software — but instead of an internet connection, video camera, and subscription, you just need the right partner. [And that's where we come in.](#)

But what exactly is custom software and what are the benefits of it?

Well, custom software is whatever you want it to be. That's the beauty of it.



“Growing revenues and attracting new customers are SMBs’ top two business priorities, but many companies lack the time, money or appetite to invest in software that either has too much functionality that they don’t need or does not have enough of what they do need.”

– [SMB Group](#)

What do you need to do? How do you want to accomplish this? And what are the tiny (or not so tiny) details that make off-the-shelf software an ineffective option? Let us know the answer to all of this, and we can build you what you need.

The benefits of custom software solutions are large. Very large. Here are five of those very large benefits.

1. Custom

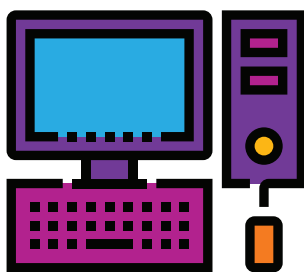
The funny thing about custom software is that it's custom. This is a benefit that cannot be overstated. With custom software, you can do the things *you* need to do ... in the way you *want* to do them. There are no workarounds, compromises, or finger-crossing.

2. Scalable

If you have a custom software solution built for you, it can easily scale with your business — and for two reasons.

First, you can tell the developer where you see your business going. That person can then take this information and build your software in a way that complements and maybe even helps you prepare for this eventual growth.

And secondly, you aren't pigeonholed with custom software. As you grow, the software can also grow to fit your business changes. With an off-the-shelf solution, you're limited by the manufacturer and how they decide to grow the software.



#FunFacts

8 in 10 U.S. adults own a [computer](#).

3. Secure

Oddly enough, custom software can actually be much more secure than off-the-shelf software. Think about it. If the solution is custom, that means no one else has it. If a hacker wants to infiltrate this custom software somehow, they can't just use some "known" vulnerability. They have to find that vulnerability on their own (if one even exists).

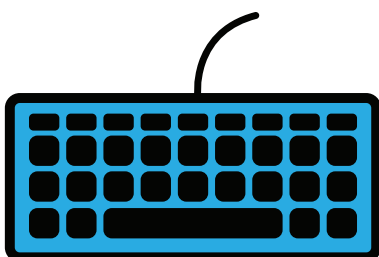
And even so, what's the payoff? They can only use this vulnerability once — on your company. Wouldn't it be much quicker to hack something that doesn't require a learning curve and much more profitable to hack a solution multiple companies use?

4. Cost

You probably think a custom software solution is expensive. And it can be. But at the end of the day, you might actually save more money. This is because an off-the-shelf solution requires you to purchase it, purchase it again when the next version is released, and then purchase “side solutions” to account for its downfalls. That’s a whole lot of purchasing.

5. Friendly

That’s right. Custom software can be friendly (if you want it to be). Say you currently have software solutions in place that you absolutely need (or you just like). Custom software can find a way to make your preexisting solutions speak to one another — this integration with key systems and applications can save you time and help you avoid unnecessary obstacles.



#FunFacts

The fastest typist in the world typed **360** wpm.

Strategic Technology

Unfortunately, your company’s technology doesn’t just consist of software. There’s a lot going on, and most likely, you don’t have the time or the patience to figure it all out.

However, to make things more unfortunate, technology won’t sort itself out on its own. In other words, you *need* to have the time and the patience for it. Sorry, Charlie.

This being said, the better you get your technology sorted out, the more likely it is that your business can grow bigger, faster, and better.

And [we're here to help](#) with that.

With our guidance, we can help you see the “big picture” and leverage technology in a way that promotes *strategic* growth.

We do this in two very specific ways:

1. Project Management

There are three intersections a business will have to cross at some point ... when they need something different, something new, or something more. Our job is to make sure your business successfully crosses these intersections and ends up heading in the direction you want to travel.

But what exactly does this mean?

Well, it can mean anything. Maybe you're in need of an office renovation (something different). Or perhaps you're looking for a new storage solution (something new). Then again, maybe you're adding a second location (something more).

Whichever intersection your business is at, we can manage that journey from beginning to end. We can eliminate

72%

of SMBs say
technology
can help them
improve business
outcomes

53%

of SMBs plan
to increase
technology
investments

hassle, minimize downtime, and lead your business to the best possible destination.

2. IT Consulting

Technology isn't all handled on a project-by-project basis. Sometimes, companies stand back, take a long, hard look at what's in front of them, and decide how, when, and where technology fits into the grand scheme of things.



#FunFacts

95% of text messages are read within three minutes.

In other words, they strategically decide how technology will be leveraged to successfully build up their business.

With our team at your company's side, we can help you [visualize this strategy](#) in the most cost-effective, least time-consuming, and most productive way.

Ultimately, our strategic technology solutions are designed to make things as simple as possible for your business. We cut out all of the extra "stuff" and lead you to the technology that will make your work easier, your employees more productive, and your business more successful.

The same is true for our custom software solutions.

At the end of the day, it's all about efficiency, simplicity, and growth.

If you'd like to learn more about our [Professional IT Services](#), then [give us a call or shoot us a message](#) today. We'd love to chat.



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